

A Scrutiny of the Consumer Intentions in purchasing Halodoc Telemedicine throughout Corona Pandemic

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Abstract

This research has the intention of determining the effect of Brand Credibility, Word of Mouth, Emotional Value towards Attitude related to the Purchase Intention of Halodoc Telemedicine. This research respondents were consumers who never used Halodoc Telemedicine and domicile in the Jabodetabek area. The sample used was 197 respondents. The sampling technique used simple random sampling through a quantitative descriptive approach. The analysis used statistical analysis in the form of PLS. The results of this research was indicate that Brand Credibility and Emotional Value have a positive and significant effect on Attitude, while Word of Mouth has a positive and insignificant affect towards Attitude then Word of Mouth and Emotional Value have a positive and significant affect towards Purchase Intention, while Brand Credibility has a negative affect and insignificant to Purchase Intention, then the mediation effect of Attitude has a positive and significant impact towards Brand Credibility, Emotional Value on Purchase Intention, while the mediation effect of Attitude has a positive and insignificant affect towards the Word of Mouth on Purchase Intention.

Keywords: Purchase Intention, Digital marketing, Halodoc Telemedicine, Digital health

I. Introduction

The internet has changed the way people communicate and do their business that used on various industries in improving their market (Li et al, 2019). This form of marketing is called e-marketing (electronic marketing) or digital marketing (Alfeel et al, 2019). According to the survey results in 2018 which conducted by APJII, the population of Indonesia is 264,161,600 people, while the internet users around of 171,176,716.8 people, so then the penetration of internet usage in Indonesia is 64.8%, while in APJII 2017 people search information about the health as many as 51.06% and search for online consultation with doctors through internet as many as 14.5%.

This Covid-19 outbreak began and entered Indonesia in early March 2020, since then the government issued a policy to restrict the activities outside the home, one of example because going to doctors seems impossible and risky, so that many activities would be carried out from home, including treatment from home (Boulton et al, 2020). The government suggests online treatment by a healthy application or Telemedicine to protect medical personnel and reduce the risk of contracting the corona virus, the applications which have been appointed by the government in collaboration with the Indonesian Ministry of Health to anticipate the spread and initial screening of Covid-19 through Grabhealth, Halodoc, Alodokter, SehatQ (CNBC, 2020).

Halodoc is a health care platform mobile application that brings together patients, doctors, laboratory checks, insurance, pharmacies and medication reminders into one health care application (Halodoc, 2020). Halodoc partners with more than 20,000 doctors and 1,000 trusted pharmacies agents to deliver medicines to customers in one hour and sell over-the-counter drugs, vitamins, consumer products and prescription drugs (Deloitte, 2018).

Since the beginning of March 2020, there has been a significant increase in active users of Halodoc Telemedicine (Boulton et al, 2020). Meanwhile, on Google trends there is also a significant increase in searches of Halodoc through the internet (Googletrends, 2020). Research by

Silalahi et al (2018) said that one of the most frequently used Telemedicine applications in Indonesia is Halodoc with a percentage of 43.2% and it has been downloaded by more than 1 million users. This is because Halodoc has interesting features, such as chat and call for doctor consultation online, various articles related to disease, purchase and delivery of drugs.

Though there would be so many benefits if using this Telemedicine, but there are some excuses which make many consumers do not want to use it, such as not enough trust in this kind of technology, fear of data loss risk, wrong data input, connectivity problems, not knowing that the application exists, feeling unnecessary and problems regarding confidentiality (Deloitte, 2018), a person's age, level of education and knowledge using digital health technology becomes a reference for someone using health applications (Weert et al, 2018), the acceptance of Telemedicine technology for both consumers and medical personnel was influenced by a good attitude towards this technology (Nieuwenhuis et al, 2007), the disadvantages of using telemedicine reported in the literature are the lack of direct touch from medical personnel, intimacy and technical problems (Guttman, et al, 2019), cause of refusing to use digital health are lack of understanding related to its operation (Shoab et al, 2019), Apart from that, the number of active users of Halodoc compared to the population in Indonesia is still very far behind and the increase in searches for Halodoc is still unstable, the rapidly increase only when Covid- 19 appeared.

Therefore, after getting some problems regarding literature related to the use of Telemedicine, then the emergence of the Covid-19 case phenomenon in Indonesia and lack of Halodoc Telemedicine users in Indonesia, through this research the author wanted to find out which causing the public to buy the Halodoc Telemedicine for treatment. And it obtained several variables which effect on it, such as Brand Credibility, Word of Mouth, Emotional Value, and Attitude which would leading to consumer purchase intentions near future.

II. Literature Review

Theory Acceptance Model (TAM)

Theory Acceptance Model is one model that widely used in information systems research (Chauhan, 2016). This theory is adopted from The Theory of Reasoned Action (TRA), which is a theory of action developed by Fishbein & Ajzen (1975), with one premise that a person's reactions and perceptions of something would determine the person's attitude and behavior. The determine of that act by attitude. Therefore the reactions and perceptions of internet users will influence the attitudes in acceptance of internet users or technology (Santika et al, 2018).

Purchase Intention

According to Herianto et al. (2017) consumer purchase intention is consumer behavior where consumers have the desire to buy or choose products, based on experience in choosing, using and consuming products.

Attitude

According to Subagio et al (2017) Attitude is a positive or negative assessment of certain behaviors, feelings or responses to objects or behaviors.

Brand Credibility

Set up on Kefi et al (2019), trust is related to the honesty which provided by the source and it was felt by the customer, if the source is truly trustworthy, attractive and seen as an expert, it could affect the customer attitudes and behavior.

Word of Mouth

According to Joesyiana (2018) WOM is a marketing activity through person-to-person intermediaries either in writing, speaking or through electronic communication tools that connected to the internet based on consumer experience of products or services.

Emotional Value

According to Kim et al (2019) Emotional Value could be seen through consumer feelings which relate to consumption of products and services. The Psychological needs could be considered as feeling comfortable and giving pleasure.

Hypothesis

Based on the research of Alodin et al (2019), it was found that Brand Credibility was positive and significant towards Attitude. Then the research from Nadeem et al (2016), it was found that Brand Credibility had a positive and significant affect on Attitude. So its quoted to the research, the hypothesis that could be drawn are:

H1: Brand Credibility has a positive and significant affect towards the Attitude on Halodoc Telemedicine.

Research conducted by Mohammadi et al (2016) found that Word of Mouth was positive and significant towards the Attitude. Then Jalilvand's research (2016) shows that the Word of Mouth is positive and significant affect towards the Attitude. So based on the research, the hypothesis that could be drawn are:

H2: Word of Mouth has a positive and significant effect towards the Attitude on Halodoc Telemedicine.

Research conducted by Kim et al (2019) found that if the Emotional Value was positive and significant towards the Attitude. Then the research by Li et al (2017)also shows that Emotional Value is positive and significant for Attitude. So quoted on that research, the hypothesis that could be made are:

H3: Emotional Value has a positive and significant affect towards the Attitude on Halodoc Telemedicine.

Based on research of Wong et al (2017), it was found that Attitude is significant towards Purchase Intention. Then the research of Alodin et al (2019) also shows that Attitude is positive and significant towards Purchase Intention. So referring to that research, the hypothesis could be drawn as :

H4: Attitude has a positive and significant affect towards Puchase Intention on Halodoc Telemedicine.

Based on research of Hadiwidjojo et al (2018), brand credibility affects the purchase intention. Then the research by Lin et al (2019) is that brand credibility has a positive and significant affect towards consumers purchase intentions. So quote on this research, the hypothesis was:

H5: Brand Credibility has a positive and significant affect towards purchase interest on Halodoc Telemedicine.

Based on research by Giannakos et al (2017), it shows that WOM has a direct effect in causing the purchase intention on consumers. Then research by Putri (2019) shows that WOM has a positive impact towards the consumer purchase intention. So that referring to these research, the hypothesis was:

H6: Word of Mouth has a positive and significant affect towards the purchase intention on Halodoc Telemedicine.

Based on the research of Zainuddin et al (2019), it shows that positive and negative emotions feeling would affect women's shopping attitudes and so on affect women's shopping intentions. Then the research of Liang et al (2018) shows that Emotional Value has a positive and significant affect on purchase intentions. So referring to these research, the hypothesis are:

H7: Emotional Value has a positive and significant affect towards the purchase intention on Halodoc Telemedicine.

Based on research which conducted by Alodin et al (2019), the mediating variable of Attitude has a positive and significant role between Brand Credibility and Purchase Intention. Then the research from Qian et al (2015) said that the brand credibility of a service is very important and could develop a positive attitude from consumers so it would raise the purchase intention on consumers. So referring to the research, the hypothesis could be drawn as:

H8: Positive and significant from Attitude could mediates the correlation between Brand Credibility and Purchase Intention.

In research conducted by Hamouda et al (2013) also revealed that the mediating affect from Attitude plays a positive and significant role between the correlation between Word of Mouth and Purchase Intention. So referring to these research, the hypothesis is:

H9: Positive and significant from Attitude could mediates the correlations between Word of Mouth and Purchase Intention.

According to research conducted by Li et al (2017), the mediating affect from Attitude plays a positive and significant role between Emotional Value and Purchase Intention. Then the research by Kim et al (2019) Attitude has a positive and significant role in correlation between Emotional Value and Purchase Intention. So referring to the research, the hypothesis is:

H10: A Positive and significant from Attitude could mediates the correlations between Emotional Value and Purchase Intention.

III. Research Methods

Research Design

The type of research used related quantitative research with a causal relations with aiming to examine the hypothesis regarding the influence of several variables on other variables with statistical tests which aims to determine the influence of Brand Credibility (X1), Word of Mouth (X2) and Emotional Value (X3) towards the Attitude (Y1) and its implications on Purchase Intention at Halodoc Telemedicine (Y2). The following variables that used, which include the dimensions and its indicators used:

Independent Variables	Dimension	Indicator	Scale
Brand Credibility Teven dan McCroskey (1999)	Competence	Expert	Ordinal
		Competent	
		The right Information	
	Trustworthiness	Trusted	
		Original	
		Honest	
		Care	
	Goodwill	Attention	
		Sensitive	
		Understand	
Word of Mouth Oktavia (2019)	Talkers	Strenght information	Ordinal
		Extensive Knowledge	
	Topics	Product Information	
		Product Satisfaction	
	Tools	True Message	
		Clear message	
	Taking Part	Invites	
		Persuade	
	Tracking	Positive Comments	
		Recommend	
Enjoy		Ordinal	
Desire			
Convenience			
Feel Good			
Pleasure			
Emotional Value Panigyrakis et al (2017)			

Table 1. Independent Variables

Mediating Variables	Dimension	Indicator	Scala
Attitude (Sangadji & Sopiah, 2013)		Positive Attitude	Ordinal
		Useful Feeling	
		Interest	
		Selection Choice	
		Positive Impression	

Table 2. Mediating Variables

Dependent Variables	Dimension	Indicator	Skala
Purchase Intention Laksamana (2018)		Desire	Ordinal
		Willingness	
		Trend	
		Intention	
		Being a customer	

Table 3. Dependent Variables

Estimation scale which used in this research was the Likert scale and the level created or used was only five numbers, the results would provide a value based on the score for the answers obtained. The population in this research were people who never made any purchase transactions at Halodoc Telemedicine in Jabodetabek area. The sampling method was the random simple sampling (Sugiyono, 2013). Hair et al (2010) which suggested that the minimum sample size is 5 times from the number of indicator items contained in these questionnaire. So in accordance with the minimum number of samples to be taken was 175 samples of respondents. The data collection technique used a questionnaire containing questions that need to be answered by the respondent. Then the questionnaire would distribute via internet media such as chat apps through google form and filled out online.

Based on the research results of descriptive characteristic data were analyzed through IBM SPSS Statistic 26, while to estimate those research data could be using the Partial Least Square (PLS) method and the SmartPLS 3.0 Xlstat software, starting from the measurement model (outer model) until the results of the Convergent Validity test, Average Variance Extracted, Discriminant Validity, Composite Reliability and Cronbach Alpha, the model structure (inner model) and the compressed results of the R Square Value test on endogenous constructs, Goodness of Fit Model, F Square test, until the hypothesis test results are obtained.

IV. Results and Discussion

This research was intend to reveal those impact from Brand Credibility, Word of Mouth and Emotional Value towards the Attitude and its implications for Purchase Intention. According to the distribution of questionnaires, it was found that 197 questionnaires of respondents never used Halodoc and were domiciled in Jabodetabek area

The Evaluation of Measurement Model Test (Outer Model)

Based on the convergent validity test results, the loading factor values of all research indicators were declared valid (> 0.6), with a value range of 0.699-0.956.

Variable	Indicator	Outer Loading	Information
Brand Credibility	X1.1 - X1.10	.794-903	Valid
Word of Mouth	X2.1 -X2.10	.699-.876	Valid
Emotional Value	X3.1 - X3.5	.907-.928	Valid
Attitude	Y 1.1- Y1.5	.895-.920	Valid
Purchase Intention	X12.5 - Y2.5	.890-.937	Valid

Table 4. Convergent Validity Test Results

Based on the reliability test results, the cronicach's alpha and composite reliability values were above ≥ 0.70 , so it could be said that those questionnaire used for this research was reliable, consistent and feasible for research.

Variable	Cronbach's Alpha	Composite Reliability	Information
X1.BC	0.957	0.963	Reliable
X2.WOM	0.95	0.957	Reliable
X3.EV	0.959	0.968	Reliable
Y1.ATT	0.946	0.959	Reliable
Y2.PI	0.952	0.963	Reliable

Table 5. Test Results for Composite Reliability and Cronbach's Alpha

Structural Model Estimation Test (Inner Model)

R-Square Value (R²)

According to the R² test results, the R-Square values of the mediating and dependent variables were 0.789 and 0.800; meaning that the variables Brand Credibility, Word of Mouth and Emotional Value affect the Attitude by 78.9% and also affect the Purchase Intention by 80%; while 21.1% and 20% were influenced by other variables outside the research.

Variable	R- Square
Y1.ATT	0.789
Y2.PI	0.8

Table 6. R-Square (R²) Value Test Results

Goodness of Fit Model

Based on the GoF test, the predictive relevance value was $0.800 > 0$, so it can be said that this model was considered relevant to the prediction of endogenous factors given and it could be stated that this research model has a valid goodness of fit.

F-Square Test

According to the F test results, the largest F square value is the impact of Emotional Value towards the Attitude, and the smallest affect is on Brand Credibility towards Purchase Intention.

Variable	Y1 ATT	Information
X1 BC	0.072	Low
X2WOM	0.015	Low
X3 EV	0.572	Strength

Table 7. F Square Test Results on the Independent Variables on Attitude

Variable	Y2 PI	Information
X1 BC	0.004	Low
X2 WOM	0.037	Low
X3 EV	0.16	Moderate
Y1 ATT	0.186	Moderate

Table 8. F Square test results of the effect of Independent Variables towards Purchase Intention

Hypothesis Test Results

The hypothesis test result in this research as it shown in table 9, as follows:

Variable	Original Sample	Sample Mean	STD	T Stat	P value
X1. BC->Y1. ATT	0.205	0.214	0.061	3.354	0.001
X1.BC-> Y2.PI	(0.047)	(0.040)	0.057	0.822	0.411
X2. WOM-> Y1.ATT	0.099	0.104	0.056	1.765	0.078
X2. WOM-> Y2.PI	0.151	0.147	0.067	2.256	0.024
X3.EV->Y1.ATT	0.638	0.625	0.082	7.779	-
X3.EV-> Y2.PI	0.412	0.407	0.093	4.439	-
Y1.ATT->Y2.PI	0.420	0.422	0.070	6.026	-
X1.BC-> Y1.ATT->Y2.PI	0.086	0.090	0.029	2.999	0.003
X2.WOM->Y1.ATT->Y2.PI	0.042	0.044	0.025	1.691	0.091
X3.EV->Y1.ATT->Y2.PI	0.268	0.264	0.059	4.526	-

Table 9. Hypothesis Test Results

Based on the results of the analysis using smartPLS 3.0, the effect of Brand Credibility on Attitude is positive and significant, this is evidenced by the original sample value of 0.205 and the t-statistic value > 1.96 , which is 3.354. The higher the Brand Credibility of Halodoc Telemedicine, the more positive attitudes and behavior of consumers towards Halodoc Telemedicine will increase. Research by Sheeraz et al, (2016) shows that Brand Credibility has a positive and significant effect on Attitude in service use. This study also explains, if a brand has high quality and credible information, consumers will have a positive attitude towards the brand.

Based on the results of the analysis using SmartPLS 3.0, the impact from Word of Mouth on Attitude is positive and insignificant, this proven by the original sample value of 0.099 and the t-statistic value < 1.96 , namely 1.770. The level of Word of Mouth from Halodoc Telemedicine did not affect the level of positive attitudes and behavior of consumers towards Halodoc Telemedicine. It can be concluded that positive comments from sources did not affect the attitudes or behavior given by consumers, so this needs to be evaluated by the Halodoc company in the future to take more approach to consumers who are already use the Halodoc, so the messages are conveyed to other consumers besides giving positive comments. It would also provide positive or significant consumer attitudes towards Halodoc. Emotional Value has a positive and significant affect on Attitude

Based on the analysis result through smartPLS 3.0, the affect of Emotional Value on Attitude is positive and significant, this proven by the original sample value of 0.638 and the t-statistic value > 1.96 , namely 7.779. The higher the Emotional Value when using Halodoc Telemedicine, the more positive attitudes and behavior of consumers towards the apps. The Research by Eunju et al (2019) shows if the Emotional Value has a positive and significant affect towards Attitude when purchases.

Based on the analysis result through smartPLS 3.0, the effect of Attitude towards Purchase Intention is positive and significant, this proven by the original sample value of 0.420 and the t-statistic value > 1.96 , which is 6.026. The higher the positive Attitude of consumers towards Halodoc Telemedicine, the more consumers would increase the Purchase Intention of Halodoc Telemedicine. This research was also in accordance with the research conducted by Sagung et al (2015), namely that Attitude has a positive and significant affect towards the Purchase Intention in purchasing products.

Elicited from the analysis results through smartPLS 3.0, the impact of Brand Credibility on Purchase Intention is negative and insignificant, this proven by the original sample value of -0.040 and the t-statistic value < 1.96 , namely 0.781. The level of Brand Credibility of Halodoc Telemedicine did not affect the level of Purchase Intention of Halodoc Telemedicine. The analysis results obtained from this research were also contained the research which conducted by Wong et al (2017), namely the Brand Credibility has a negative and insignificant affect towards Purchase Intention. And also this research was carried out during these Covid-19 pandemic thus it could be said that during this pandemic consumers will use any health application including Halodoc without understanding the company's credibility, it was because the health is the first or basic need for consumers, so they would using any important health application which immediately provide healing and recommendations from the government so you don't have to go outside or come to the hospital too often, as well as fear or alertness from consumers to reduce exposure to the corona virus.

Based on these analysis results through smartPLS 3.0, the affect of Word of Mouth towards Purchase Intention is positive and significant, this proven by the original sample value of 0.151 and the t-statistic value > 1.96 , namely 2.256. The higher the Word of Mouth from Halodoc Telemedicine, the more consumers would progress the Purchase Intention of Halodoc Telemedicine. Oktavia's research, 2019 shows that Word of Mouth has a positive and significant affect towards Purchase Intention in purchasing products.

Based on these analysis results through smartPLS 3.0, the impact of Emotional Value towards Purchase Intention is positive and significant, this proven by the original sample value of 0.412 and the t-statistic value > 1.96 , namely 4.439. The higher the Emotional Value of Halodoc Telemedicine, the more consumers would increase the Purchase Intention of Halodoc

Telemedicine. Borhan's research, 2016 shows that Emotional Value has a positive and significant affect towards the Purchase Intention when purchasing products.

Based on the analysis results through smartPLS 3.0, the mediation effect from Attitude towards Brand Credibility on Purchase Intention is positive and significant, this proven by the original sample value of 0.086 and the t-statistic value > 1.96 , namely 2.999. The higher the positive attitude towards the Halodoc Telemedicine Brand Credibility, the higher the consumers' Purchase Intention towards Halodoc Telemedicine. The Research conducted by Alodin et al (2019), when Brand Credibility is mediated by Attitude, the results would be positive and significant for Purchase Intention, that the mediation affect of Attitude plays a positive and significant role between the impact of Brand Credibility towards Purchase Intention.

Based on the analysis results through smartPLS 3.0, the mediation affect of Attitude in the Word of Mouth towards Purchase Intention is positive and insignificant, this proven by the original sample value of 0.042 and the t-statistic value > 1.96 which is 1.691. The level of positive attitudes on the Word of Mouth from Halodoc Telemedicine would not affect the consumer Purchase Intention towards Halodoc Telemedicine. These research was conducted during a pandemic, so this positive attitude would not lead to purchase intentions on Halodoc Telemedicine, but when consumers get comments or news from positive sources about Halodoc, it will automatically lead to purchase intentions on Halodoc.

Based on the analysis results through smartPLS 3.0, the mediation affect of Attitude in the Word of Mouth towards Purchase Intention is positive and insignificant, this proven by the original sample value of 0.268 and the t-statistic value > 1.96 which is 4.526. The higher the positive attitude on the Emotional Value of Halodoc Telemedicine, the more consumers would increase Purchase Intention of Halodoc Telemedicine. Research by Li et al (2017) also stated if the mediating affect of Attitude plays a positive and significant role between Emotional Value and Purchase Intention.

V. Conclusion And Suggestion

Conclusion

Set up from the data analysis and discussion previously these following conclusions could be drawn as follows:

- 1) Brand Credibility has a positive and significant affect towards Attitude. The better the Brand Credibility of Halodoc, the better the Attitude of consumers towards Halodoc application
- 2) Word of Mouth has a positive and insignificant affect towards Attitude. High or low Word of Mouth would not affect the high and low the Attitude.
- 3) Emotional Value has a positive and significant affect towards the Attitude. The higher the Emotional Value from consumers when using the Halodoc, the better the Attitude of consumers towards the Halodoc application would be.
- 4) Attitude has a positive and significant affect towards Purchase Intention. The better the consumer's Attitude when operating the Halodoc, the better the consumer's Purchase Intention towards it.
- 5) Brand Credibility has a negative and insignificant affect towards the Purchase Intention. High or low Brand Credibility would not affect the level of Purchase Intention.
- 6) Word of Mouth has a positive and significant affect towards the Purchase Intention. The higher the consumers who did the Word of Mouth, the higher the Purchase Intention by consumers to use the Halodoc.
- 7) Emotional Value has a positive and significant affect towards the Purchase Intention. The higher the Emotional Value given from Halodoc, the higher Purchase Intention of consumers towards the Halodoc apps.
- 8) The mediation affect of Attitude has a positive and significant effect on Brand Credibility towards Purchase Intention of Halodoc Telemedicine. The higher the Halodoc Telemedicine Brand Credibility, the higher the positive attitude would earn, thereby the Purchase Intention would increase of Halodoc Telemedicine.

9) The mediation affect of Attitude has a positive and insignificant effect on Word of Mouth towards the Purchase Intention on Halodoc Telemedicine. The level of positive attitudes towards the Word of Mouth from Halodoc Telemedicine would not affect the consumer Purchase Intention towards Halodoc Telemedicine.

10) The mediation affect from Attitude has a positive and significant direct effect towards Emotional Value on Purchase Intention Halodoc Telemedicine . The higher the Emotional Value of consumers towards Halodoc Telemedicine, would increase a positive attitude thus it would effective to increasing Purchase Intention of Halodoc Telemedicine.

Suggestion

Elicited from the research results which has been carried out and those conclusions above, the theoretical and practical suggestions which could be written by researchers such as in belows:

1) Theoretical

For further researchers, if we seen from the results of this research, the R-square value obtained was 78.9% for the mediating variable and 80% for the dependent variable. So there are still a few percent which could affect the Attitude and Purchase Intention. Those advises that could be considered for this research are to examine other variables which were not examined in this research, such as The Perceived Ease of Use, The Perceived Usefulness, EWOM, Promotion, Celebrity Endorsment, Secutiry Risk.

Besides, the researchers were also suggested that future research needs to carry out research which coverage in other cities, in order to find out the characteristics needed by each city for the use of Halodoc Telemedicine.

2) Practical

For the Halodoc Telemedicine company, it is necessary to increase the activities which could support or progress the consumer purchase intentions such as collaborating with subspecialty doctors to hold seminars, talk shows, faster response speed of answering doctors, increasing the use of video calls during consultations. Examples of these activities could increase the credibility of the company, increase consumers who are willing to give positive comments so it would persuade other consumers to use, many consumers would feel good and give a positive impression of Halodoc Telemedicine. These things will ultimately lead to consumer purchase intentions towards Halodoc Telemedicine.

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